

### 1. Alternative Printing Methods

Entries submitted without an accompanying description will be disqualified.

- A. Hi-Fidelity Printing – print using more than 4 colors in halftone areas to enhance images and graphics.
- B. Stochastic Printing

### 2. Announcements and Invitations

Any item other than a poster designed to make known a social or business function, or request to be present or participate.

- A. Less than Four Colors
- B. Four Colors or More

### 3. Annual Reports

A publication that is printed yearly which outlines various financial data and usually details corporate progress during the previous period.

- A. One or Two Colors
- B. One/Two Colors with Multi-Color Cover
- C. Three or Four Colors
- D. Five Colors or More
- E. Any Report Produced by Web Offset

### 4. Booklets - 6" x 9" or Smaller

A bound volume, usually saddle stitched, consisting of no more than 72 pages, self-cover or separate cover.

- A. Less than Four Colors
- B. Four Colors or More

### 5. Booklets - Larger than 6" x 9"

A bound volume, usually saddle stitched, consisting of no more than 72 pages, self-cover or separate cover.

- A. Less than Four Colors
- B. Four Colors or More

### 6. Books – Hardbound

A set of printed sheets, more than 24 pages, bound together with a rigid cover.

### 7. Books - Other than Hardbound - 6" x 9" or Smaller

A set of printed sheets, more than 72 pages, bound together. May have self-cover or flexible cover, printed separately, saddle stitched, spiral bound or glued.

- A. Less than Four Colors
- B. Four Colors or More

### 8. Books - Other than Hardbound - Larger than 6" x 9"

A set of printed sheets, more than 72 pages, bound together. May have self-cover or flexible cover, printed separately, saddle stitched, spiral bound or glued.

- A. Less than Four Colors
- B. Four Colors or More
- C. Perfect Bound - Any Size or Number of Colors

### 9. Brochures – Multi-Page

Multiple sheets of paper printed on both sides and folded such as 4-page/6-page/flyers/double gates/etc.

- A. Less than Four Colors
- B. Four Colors or More

### 10. Brochures/Catalog Sheets – Single Sheet

A single sheet of paper printed on both sides – can be folded or not.

- A. Less than Four Colors
- B. Four Colors or More

### 11. Calendars

A printed system for referencing days of the week to dates of the month in an orderly fashion.

- A. Less than Four Colors
- B. Four Colors or More

### 12. Campaigns/Promotions

Several pieces with the same theme for a corporation or organization. All pieces should be submitted as a single entry.

- A. Campaigns – multiple printed pieces
- B. Cross Media Promotions – campaign which includes print and at least one other type of media, such as website, information architecture, interior or exterior design, construction, programming, video production, photography, Flash marketing presentations, and/or Online Marketing. Entries will be judged as follows: 50% print, 25% consistency and 25% complexity.

### 13. Catalogs – Informational & Institutional

A list of items arranged systematically with a brief description. Includes educational, charitable, non-profit organizations, service-oriented companies, etc.

- A. Less than Four Colors
- B. Less than Four Colors with Multi-Color Cover
- C. Four Colors or More

### 14. Catalogs - Product

Directed at consumer or specialized markets. Usually contains a list of tangible goods or items, arranged systematically with a brief description. Must be four or more pages.

- A. Less than Four Colors
- B. Four Colors
- C. Five Colors or More

### 15. Corporate Communications

Printed pieces directed at special groups that promote the company, identify new markets served, or generally acquaint their audience with a firm's activities. Category does not include annual or interim reports, product catalogs or employee newsletters.

- A. Less than Four Colors
- B. Four Colors or More

### 16. Digital Printing

Piece produced under a toner-based or inkjet production process.

- A. Digital Printing—Brochures and Booklets - 72 pages or less, bound (saddle-stitched, perfect, Wire-O, not case bound)
- B. Digital Printing—Books – Hardbound - more than 24 pages (bound together with a rigid cover)
- C. Digital Printing—Books – Other than Hardbound - more than 72 pages (bound together with self-cover or flexible cover, printed separately, saddle stitched, spiral bound or glued)
- D. Digital Printing—Posters
- E. Customized/Personalized/Variable-Data Digital Printing Personalized or customized product.

Entries must include at least two different pieces from the run and a brief description (a sentence or two) of the project, the system, and technique used to produce the entry. Entries submitted without an accompanying description will be disqualified.

### 17. Direct Mail

Marketing communications delivered directly to a prospective purchaser via the U.S. Postal Service or a private delivery company.

- A. Business to Business Pieces
- B. Business to Consumer Pieces
- C. 3 Dimensional Pieces

### 18. Environmentally Sound Materials

Submit an entry and a paragraph (without company name noted) describing the materials and processes employed. Entries submitted without an accompanying description will be disqualified. Entries must use at least two of the following:

- ▶ Recycled, FSC, PEFC, SFI or PCW certified papers
- ▶ Soy or vegetable-based inks
- ▶ Direct-to-plate
- ▶ Other environmentally sound product not mentioned above

### 19. Flexographic Printing

Includes narrow-web labels and wraps, rolled products, pressure sensitive, wide-web process, and wide-web line. Integrated series should be entered as a single unit with one entry fee.

Please include a one paragraph (4-5 sentences only) explanation for judges on all flexographic pieces entered. Please do not include company name on this explanation. Entry should be submitted adhered to the actual product, when possible.

- A. Rolled
- B. Shrink Sleeve

## 20. Large Format Printing

Projects must contain one dimension over 60 inches. Examples include trade show graphics, wallcoverings, interior décor, museum graphics, retail signage, and event signage. Entries can be submitted by a printed piece or via a photograph of the installed application. All pieces must be submitted with a detailed description of the project, including the print production process used. Pieces submitted via photograph must also contain a representative sample (36" x 36" minimum) of the actual printed project using the same materials and production process for print quality determination. Entries smaller than 60 inches, or without the required description, photograph or print sample will be disqualified.

## 21. Magazines and Publications

A periodical containing miscellaneous pieces such as articles, stories, and advertising, usually illustrated.

- A. Monthly
- B. Periodic Issues

## 22. Newsletters and House Organs

A printed sheet, pamphlet, or other incorporated communication containing news or information of interest to a special group; a periodical distributed by a business among its employees and customers.

- A. Less than Four Colors
- B. Four Colors or More

## 23. Packaging

Includes single cartons and containers or an integrated series. Integrated series should be entered as a single unit.

- A. Folding Cartons
- B. Flexible Packaging or Pouches
- C. Corrugated

## 24. Pocket Folders

A single sheet of paper folded to form one or more pockets, glued or unglued.

- A. Less than Four Colors – Folder Only
- B. Four Colors or More – Folder Only
- C. With Loose Inserts – Any Number of Colors
- D. With Stitched Inserts – Any Number of Colors

## 25. Point-Of-Purchase

Any piece used to promote a product or installed near merchandise to aid sales. Examples include cartons, displays, easels, action pieces and banners.

- A. Large - Includes any large in-store promotional materials such as floor displays or large hanging displays.
- B. Small - Includes any in-store promotional materials such as take-ones, counter cards, shelf displays, etc.

## 26. Posters

Large billboard or display sign for posting in a public place, usually decorative or pictorial.

- A. Small - Up to 20" x 26"
- B. Medium - Up to 28" x 40"
- C. Large - Over 28" x 40"

## 27. Printer's Self-Advertising

A printed notice to call public attention to a printer's capabilities. This does not include credit lines on work produced for other customers.

- A. Posters and Banners
- B. Brochures and Folders
- C. Campaigns
- D. Other Forms of Self-Advertising

## 28. Programs

A printed outline of an event, performance or occasion.

- A. Less than Four Colors
- B. Four Colors or More

## 29. Screen Printing

This category includes materials produced using the screen printing, silk screening, serigraphy, digitally controlled, thermal transfer or other printing process. Printing can be done on a variety of materials such as textiles, ceramics, wood, paper, glass, metal, and plastic. Includes DVDs, decals, garments, specialty items, etc.

- A. Less than Four Colors
- B. Four Colors or More

## 30. Specialties

Any printed item which does not fit conveniently into other categories.

- A. Greeting/Holiday Cards
- B. Art Reproductions
- C. Specialty Sets (Trading Cards, etc.)
- D. Color Swatches/ Reproductions
- E. Printing on Fabric or Plastic
- F. Envelopes
- G. Envelope Stuffers
- H. Publication Inserts
- I. Menus
- J. Stationery
- K. Other

## 31. Specialty Finishing\*

Entries in this category may also qualify for other categories, but are judged on the unusual graphic or design properties of the finishing of the piece.

- A. Die-Cutting
- B. Embossing
- C. Foil or Film Stamping
- D. Special or Unusual Folding
- E. Special or Unusual Binding
- F. Combination of Techniques

## 32. Student Graphic Design\*

Open to any high school, vocational school or college student or group of students involved in the creation or production of print communications. In-plant university press operations not run by students are ineligible for this category. A printed piece must be submitted, however, judging for this category will be based on design, not print quality. No Entry Fee.

## 33. Creative/Design\*

Open to Graphic Designers who create printed media. A printed piece must be submitted, however, judging for this category will be based on design, not print quality.

- A. In House
- B. Outside/Agency

## 34. Tags, Labels and Decals

Identification or product labels may be flat stock or pressure sensitive. Decals must be transferable to another surface. Entry should be submitted adhered to the actual product, when possible.

- A. Tags
- B. Labels
- C. Decals/Stickers

## 35. Vendors (Entered in conjunction with printer as a joint entry)\*

Submit an entry and a paragraph (without company name noted) describing the materials and processes employed. Entries submitted without an accompanying description will be disqualified.

- A. Best Use of Ink
- B. Best Use of Paper
- C. Other

## 36. Web Press Printing

- A. One, Two or Three Colors – Coated Paper
- B. One, Two or Three Colors – Uncoated Paper
- C. Four Colors or More – Coated Paper
- D. Four Colors or More – Uncoated Paper

To download an editable PDF of the entry form, go to  
[www.printexcellenceawards.com](http://www.printexcellenceawards.com)

**Questions?** Call the Printing  
Industries at (888) 576-1971.